

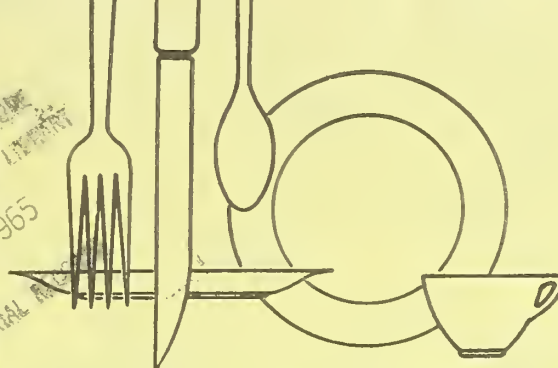
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# FOOD PRE-VUE



A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U. S. Department of Agriculture  
Agricultural Marketing Service

January 29, 1965  
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MEATS.....Supplies of red meats during the first quarter of 1965 are expected to be about the same as during the January-March period last year. Expected increases in beef and veal production during this quarter will be largely offset by declines in pork and lamb and mutton output.

## POULTRY and EGGS

..... On a daily basis, February marketings of broiler-fryers are expected to be only moderately under a year earlier, but March marketings around 5% larger than last March. As the year began, rate of production of eggs in 50 States was nearly 5% larger than on January 1 last year. In December, egg output exceeded a year earlier by more than 2%. Supplies in March are expected to be above a year ago, and prices below last March's level, which should prove attractive to consumers. Eggs will be a feature of the Plentiful Foods List for March. Production of 97 million turkeys a cut back of 2% from last year has been recommended to producers this year. On January 1 this year cold storage holdings totaled 209 million pounds, which, while 4% under a year earlier, were 11% above average.

DAIRY..... Farm marketings of milk are expected to increase again this year, and a continued gain in commercial demand is anticipated. A further decline in milk cow numbers is likely this year, but expected increases in output per cow are expected to keep milk production near last year's level.

## FRESH

VEGETABLES.... Winter vegetable production was estimated at 38.9 million hundredweight as of January 1. That's 5% above last year's outturn and 12% greater than the 1959-63 average. However, mid-January freezes caused extensive damage to tender items, including snap beans, sweet corn and tomatoes. Loss to hardier commodities was less severe. Cabbage is expected to run 3% more than a year ago; carrots, 7% below last year; celery, 12% above last winter, and lettuce 4% larger than a year ago. Early spring onion acreage in Texas is 2% below last season. Winter production of potatoes is forecast at 3,730,000 hundredweight--1% above 1964 but 8% under average. Increase over last year, due to a 32% larger crop in Florida, is more than offset by a 14% reduction in California. Storage holdings, which furnish bulk of winter marketings, on January 1 were 98 million hundredweight, or 16% below a year ago.

Cold storage holdings of frozen vegetables on January 1 totaled 1 billion, 217 million pounds--down 5% from a year earlier, but 17% above average.

## FRUITS

Citrus..... Latest roundup of citrus prospects on January 1 indicates that production will be 17% larger than last year's crop. The 1964-65 orange crop is expected to be 113 million boxes--22% above the previous season, but 8% under average. Grapefruit, forecast at 40.4 million boxes, is 18% above last season but 2% below average. Florida tangerines are estimated at 4.2 million boxes--up 17% from last year and 15% from average. U. S. lemon output is estimated at 13,650,000 boxes, as against slightly more than 18 million a year earlier. Florida limes, now mostly harvested, placed at 520 thousand boxes, compares with 450 thousand the previous season. The quantity of Florida oranges harvested to mid-January ran about 30% ahead of last season. Movement of grapefruit to fresh market is moderately behind last season, but offset by a heavier movement to processors. Tangerines and tangelos are both nearing the end of the season. On January 1 holdings of frozen orange juice moved up to 18 million gallons, a December gain of nearly 4 million gallons. January 1 stocks a year ago were 20 million gallons, against the 21 million average.

## Deciduous

FRUITS..... Refrigerated holdings of fresh apples on January 1 totaled nearly 40 million bushels--about equal to a year earlier. Storage of fresh pears, placed at 2 million boxes, was a tenth larger than both this time last year and the 1958-62 average. Production of fresh fall and winter pears in the three Pacific Coast States was 5 million bushels--7% greater than the previous season's short turnout, but about a tenth below the 5-year average. On January 1, holdings of frozen fruits were 552 million pounds--27% above a year ago and a tenth above average. Supplies of frozen cherries ran to 133.4 million pounds, or more than double a year ago. Strawberries, at 159 million pounds, while a little under average for January 1, were a fifth larger than a year earlier.

RICE..... Production of rough rice last year rang up another record--over 73 million hundredweight. This is 4% larger than the previous record of 1963, and 46% larger than the 1957-61 average.

PEANUTS..... The 1964 crop is estimated at 2 billion, 167 million pounds of farmers' stock nuts. That's 7% more than a year earlier, and the biggest output since 1948.

# The Plentiful Foods Program

The Agricultural Marketing Service of the U. S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

INDUSTRY-GOVERNMENT EGG PROMOTION

INDUSTRY-GOVERNMENT CHERRY TIME PROMOTION - MONTH OF  
FEBRUARY

INDUSTRY-GOVERNMENT SPECIAL PRUNE PROMOTION - MONTH OF  
APRIL

The following foods will be in plentiful supply during March: Eggs, Peanuts and Peanut Products, Rice, Canned Pink Salmon, Red Tart Cherries, Apples, Canned Pears, Carrots, Cabbage, Celery, and Fresh Winter Pears.